



## ECONOMIC DEVELOPMENT COMMISSION ACTION MINUTES

City Hall Room 10  
1225 Lincoln Way

January 13, 2004

**MEMBERS PRESENT:** R. Gross, M. Holmes, M. Reynolds,  
H. Roper, K. Sands

**MEMBERS ABSENT:** B. Snyder

**OTHERS PRESENT:** Jodie Hale, Planning Commission

**CITY STAFF:** Robert Richardson, City Manager

**STAFF SECRETARY:** M. Hamner-Crout

**TOTAL ATTENDANCE:** 8

**MEETING CONVENED:** 4:00 p.m.

**MEETING ADJOURNED:** 5:15 p.m.

SECTION	AGENDA	ACTION	VOTE (if
I. Call to Order and Flag Salute		Meeting was called to order by Sr. Commissioner Reynolds at 4:00 p.m.	
II. Agenda Approval	Review agenda and	No changes requested.	
III. Public Comment	A time to speak on any item not on the agenda.	None	
IV. Approval of December 9, 2003, Minutes	Approval of minutes.	It was moved to approve the minutes of December 9, 2003.	<b>Motion: Holmes/ M. Reynolds</b>
V. Fiscal Year 2003-2004 Budget Report		The expenditures have not changed since the last meeting.	
VI. Funding Requests		None	
VII. EDC Business	EDC Recommendation for Appointment Business Community Representative	City Manager Richardson announced that correspondence has been received from Bart Petrini, stating that he was withdrawing his application for re-appointment because of business demands. It was noted that one application is on file. Commissioners were in agreement to direct the Deputy City Clerk to advertise the vacancy in the Business Community Representative category in order to receive additional applications.	
	Election of Chairman and Vice Chairman	After a short discussion, the Commissioners were in agreement to defer this election until the next meeting.	

SECTION	AGENDA ITEM	ACTION	VOTE (if any)
	Overview of EDC and Marketing	<p>City Manager Richardson referred to the agenda packet and the Overview of Economic Development in Auburn. The material was reviewed.</p> <p>Richardson brought up the subject again of an Auburn insert in the Sierra Heritage Magazine May-June issue. It's a 24-page insert, 12,000 in circulation, an overrun of 5,000, and a full-page ad. The cost is \$5,000 to City and \$5,000 to the Chamber of Commerce. The City/Chamber can determine the content and pictures, with the publisher making it camera-ready, i.e., map, calendar of events. Holmes said he would also like to see information put into a simple three-fold brochure of "What To Do in Auburn When I-80 is Closed" that could be placed in the Placer County Visitors and Information Center. After further discussion, Richardson said he would propose insertion in an issue later in the year and the discuss the cost and publication numbers. The Commissioners were in favor of the project.</p> <p>Gross spoke on top priorities for targeting one-day visitors to Auburn. City should take care in accurately identifying the message that it wants to send out, as it can define the character of the town (fly into airport, art, antiques, the great outdoors, historical museums). There was additional discussion regarding incentives to keep the Downtown and Old</p>	
VIII. Economic Development Commission Reports		Holmes extended a big welcome to Council Member Kathy Sands, Rod Gross, and Harvey Roper.	
IX. Future Agenda Items		⇒ Chamber of Commerce Presentation—Auburn Market Place	
X. Adjournment		Meeting was adjourned at 5:15 p.m. The next regular meeting	